

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

1. Total Visits
 - More visits to the platform increase the chances of turning a lead into a customer.
2. Total Time Spent on Website
 - The more time a lead spends on the website, the higher the chance they will become a customer.
 - The sales team should pay extra attention to leads who spend more time on the site.
3. Lead Source
 - The source of the lead is very important and should be given special attention.

2. What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?

1. Lead Origin_Lead Add Form
2. Lead Source_Olark Chat
3. Last Activity_Had a Phone Conversation

3. X Education has a period of 2 months every year during which they hire some interns. The sales team, in particular, has around 10 interns allotted to them. So during this phase, they wish to make the lead conversion more aggressive. So they want almost all of the potential leads (i.e. the customers who have been predicted as 1 by the model) to be converted and hence, want to make phone calls to as much of such people as possible. Suggest a good strategy they should employ at this stage.

1. Create a Model
 - Build a model by looking at important factors like time spent on the site, total visits, and lead sources.
2. Give Interns a Model
 - Provide interns with a ready-made model to use.
3. Contact Leads
 - Send SMS and make calls frequently. Try to get to know them, discuss their issues, background, and financial situation.
4. Show Benefits

- Prove that this platform or course will help them build their career and encourage them to sign up.

4. Similarly, at times, the company reaches its target for a quarter before the deadline. During this time, the company wants the sales team to focus on some new work as well. So during this time, the company's aim is to not make phone calls unless it's extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.

1. Avoid Unemployed Leads

- Don't focus on leads who are unemployed, as they may not have the money for the course.

2. Avoid Students

- Don't focus on students, because they're already in school and may not be interested in a course meant for working professionals at this time.